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The
STORAGRAM

MARCH
1925

Kaufmann's
"The Big Store"

FIFTH AVENUE
PITTSBURGH

Nine Lessons Worth Learning

Learn to laugh. A good laugh is better than medicine. Learn to attend strictly to your own business.

Learn to tell a story. A well-told story is as welcome as a sunbeam in a sickroom.

Learn the art of saying kind and encouraging things.

Learn to avoid all ill-natured remarks and everything likely to create friction.

Learn to keep your troubles to yourself. The world is too busy to care for your ills and sorrows.

Learn to stop grumbling. If you cannot see any good in the world, keep the bad to yourself.

Learn to hide your aches and pains under a pleasant smile. No one cares whether you have the carache, headache, or rheumatism.

Learn to greet your friends with a smile. They carry too many frowns in their own hearts to be bothered with any of yours.

Contributed by Leopold Braun
of Men's Clothing Department

The STORAGRAM

The management does not see this publication until it is issued, therefore assumes no responsibility for articles printed in it

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Vol. VI

Pittsburgh, Pa., February-March

No. 2

Wedding Presents, 1924

The following co-workers, who have been in the employ of "The Big Store" for five years or more and who were married during 1924, were remembered with wedding gifts from the store. Each gift was selected for each individual with care to avoid duplication and consequently the list of gifts was so large and varied that it is impossible to print it here:

NAME	DEPARTMENT	POSITION
Stella Gardner	Marking and Receiving	Clerk
Marie Meyers	Cashier	Wrapper
Margaret Morgan	Bookkeeping	Clerk
Catherine Herforth	Picture	Sales
Anna Sauers	Clerk and Credit	Complaint
Crystal Hartner	Marking and Receiving	Clerk
Eleanor Kim	Auditing	Clerk
Agnes Flynn	Marking and Receiving	Clerk
Mary McTighe	Bureau of Employment	Clerk
Rosella Nimpfer	Trimmings	Sales
Agnes Murray	Sporting Goods	Sales
Bessie Hemberger	Furniture Complaint	Clerk
Eva Poad	Bookkeeping	Clerk
Arletta Undercoffer	Bookkeeping	Clerk
Eleanor Alberth	Auditing	Clerk
Helen Thompson	Bookkeeping	Clerk
Ida Ernst	Millinery	Assistant
Catherine Romanoff	Cashier	
Jessie Reip	Drapery	Sales
Marie Burke	Men's Alteration	Clerk
Margaret Bullock	Statistical	Clerk
Velma Milton	Head Inspector	9th Floor
Anna Holleran	Employment	Stenographer
Elizabeth McKenna	Men's Alteration	Clerk

BANQUET OF SERVICE EXECUTIVES IN HONOR OF MR. E. J. KAUFMANN

On Friday evening, February 27th, the Service executives of the store gathered in the Eleventh Floor Dining Room and played host at a testimonial banquet in honor of our recently re-elected President, Mr. Edgar J. Kaufmann. The climax of the dinner was reached when the presentation of a metal clock of beautiful workmanship, was made, Miss Foley making the presentation address.

The speakers, and brief resumes of their talks, were as follows: Mr. Adelsheim, First Floor Superintendent, opened with remarks upon the duties and responsibilities of floor superintendents. He told how the employees had it within their hands to serve by relieving floor heads of many petty questions asked by customers and suggested that as many employees as possible should acquaint themselves with the matter to be adjusted and attempt an adjustment before bothering their floor superintendent unnecessarily.

Mr. Kuehn, President of the Buyers Association, told of the co-operation necessary between the merchandising and service divisions of the store. He assured the service representatives present that the Buyers Association was solidly behind every co-operative move and would lend their support by welding service and merchandise men together with a bond of fellowship, thus united to serve better and achieve best results.

Mr. Friedlander was next with a remarkable talk upon the maintenance of our "service slaves," making a neat comparison between the slaves of yesteryear and the mechanical, electrical and other devices that help lessen our manual labor. He spoke knowingly of the principles of effective superintending, told of his personal impressions of master minds like Carnegie, Schwab, Ford, Gary and Wanamaker, and urged all executives present to cultivate the utmost in enthusiasm for their work.

Mr. Greene then spoke, saying that he considered the most important feature of Service the duty of the executive to his own employees, coming principally from his willingness to help young people. He told of talking to the Personnel Director of a large Eastern store who remarked in the conversation that a cheery greeting given him by the Dean of the University of Cincinnati while a student there, was the turning point of his career. A few weeks after this conversation, Mr. Greene continued, he met the Dean referred to in the story and repeated it to him. Dean Snyder smiled when he heard it, then told Mr. Greene of a similar kindness that served in the same way for him when a boy working in a coal mine as "the extra arm for a one-armed carpenter," as he humorously put it.

Mr. Greene explained that there is a similar situation in the store where we give people a chance to learn as well as earn, by virtue of our university affiliations and other training methods. But, after all, he continued, "all will fail unless the 'personal touch' is employed in our dealings with those under us."

And Joe Meyers came to bat with a gem of a talk, full of those Meyers-esques that would make a sphinx laugh. His reference to the honorable chairman, Mr. Lawler, as "Mr. Shanahan, himself," was a pun that was appreciated by all and all responded with hearty laughter. The subject of Mr. Meyers' talk was "Systems" and he acquitted himself splendidly, giving a most enlightening talk, flavoring it throughout with sparkling stories to illustrate the various points he was driving at. It was a typical Joe Meyers talk and more, it was one of his very best.

Mr. Schwartz spoke of the relationship and spirit of helpfulness that should exist between buyers, floor superintendents and floormen. He urged all to strive for a close harmony that would eventually result in the perfection of store service and the fullest confidence of the buying public.

Mr. Irwin D. Wolf, well acquainted with both ends of retailing, began by comparing the service organizations with the limbs of the human body, "Truly, you deliver the goods," he asserted—and he added that he had the promises of certain service departments to out-do themselves in efforts to render the best service to customers. He quoted one of Tagore's stories to illustrate the evils of doing things mechanically and, in speaking of the alertness all should have for the coming of Opportunity, related the fable of the bird and the bottle of water.

A splendid definition of success, "the ratio between what you are and the best you might have been, or the ratio between what you did do and the best you might have done," left a thought-worthy impression on Mr. Wolf's hearers. He gave the twelve rules of success that Mr. Otto Kahn gave out for 1925 and in closing, mentioned the six most important words in the English language—Loyalty, Courage, Sportsmanship, Self-respect, Humor and Truth—closing with a well defined request for 100% loyalty.

After Mr. Wolf came Miss Foley with her speech of presentation—and it was really a worthy one. She started by comparing the service of today and that of other days, adding that her department seemed to have a finger on the service-pulse of the store, and naturally noticed first any reactions our service made. It was a privilege for which she was grateful, she said, to have the honor of making the presentation and she voiced her hope that Mr. Kaufmann would experience many happy days in his new office, which seemed to her to be worthy of him.

In response to Miss Foley, Mr. E. J. Kaufmann arose and declared that, after having been prepared to make a speech, he had forgotten his lines because of Joe Meyers and then again because of Miss Foley's talk and the accompanying presentation. He thanked the service folk for their beautiful gift and commended them for their excellent work in keeping apace with the merchandising departments, also saying that

the merchandising bunch would have to step to keep up to the service being rendered.

He said that the ideals of the store's founders were being perpetuated and furthered so that he really believed the founders, were they still alive, would give every new move their fullest approval. He spoke of the future that shone so brightly ahead and asked all to lend their own best efforts to help the store realize its high ambitions.

Mr. Kaufmann's speech was a most sincere one and he was visibly affected by the thoughtfulness of those who presented such a beautiful token of their esteem. The clock may be seen in his office by those who failed to see it before, he told them and advised all who viewed it to watch the barometer indicator for signs of a storm, if he happened to be very, very busy.

The Service Dinner was certainly one worth attending and all who missed it are regretful for not attending. Besides the Service executives, the guests of the evening were Mr. O. M. Kaufmann, Mr. I. D. Wolf, Mr. E. J. Kaufmann, Mr. Bert L. Traub, Mr. A. B. Kuehn, Mr. Louis Silverstein, Miss Hilda Dwyer and Miss H. Weiland. Mr. O. C. Lawler presided and announced each speaker.

Mr. Kline Celebrates an Anniversary

On the tenth of February, 1925, Mr. Charles Kline celebrated his 29th anniversary as a Kaufmann-ite, having entered the employ of "The Big Store" on February 10, 1896. At that time Mr. Kline acted as buyer for the following departments, Domestic, Linens, White Goods, Wash Goods, Laces, Notions, Ribbons and Art Goods. Incidentally, let it be mentioned that Mr. Kline opened the Art Goods Department with an investment that seems ridiculously small in these days of huge stocks, nevertheless the investment was shrewdly spent and soon placed the new department on a sound basis of profit.

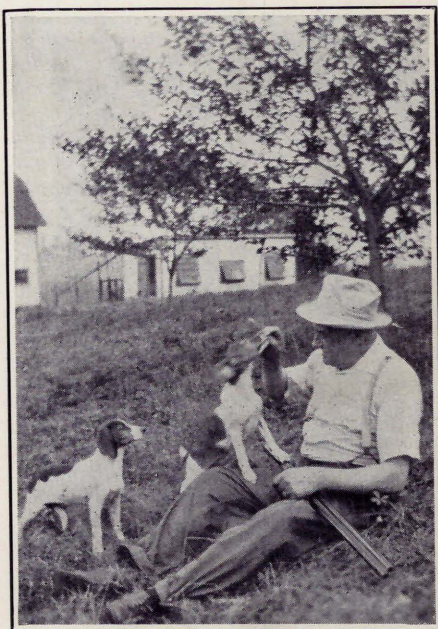


At the time of Mr. Kline's coming "The Big Store" had but the original building but three years later the annex was built. All of Mr. Kline's departments were on the Main Floor in those days but later were moved to the 3rd, 4th,

5th, and other floors. When the group was divided into separate groups, Mr. Odendorfer and Mr. John Garrity were given charge of some of the departments but neither of the pair remained for any great length of time.

However there are still a number of employees in his departments who have been with Mr. Kline ever since he came here and he numbers many old patrons among his friends, people who have been buying in his departments for almost three decades. The styles of those days in the late "nineties" would seem as ludicrous today as ours would probably have appeared to the people of that time and the changes that Time has wrought are numerous and for the most part desirable, according to Mr. Kline's viewpoint.

He was honored by being named the first president of our Beneficial Association and still re-

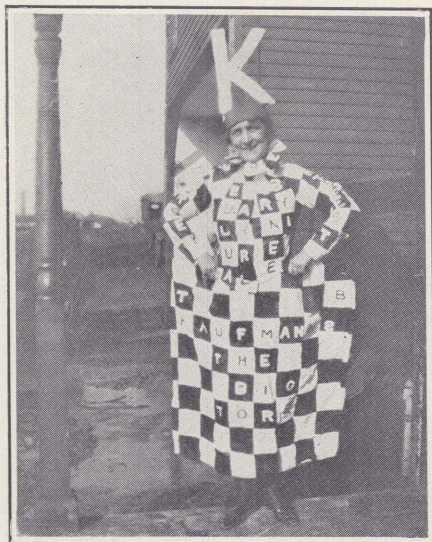


tains an active interest in its affairs. His 29th anniversary found him in New York on a buying trip but he has promised to celebrate his 30th with a little party on his farm. Mr. Kline's farm is his greatest talking point today and he never tires of relating about farm life. The accompanying photographs show him in his rural surroundings—one with his shotgun and hounds, the other a blossom-time scene.

Mr. Kline's farm has 960 fruit trees, 2,500 strawberry vines and 1,900 grape vines and it's the finest recreation spot in the world, he claims. Well, we'll wait for that 30th Anniversary affair before we admit that, but it really does look nice in the photographs.

A Cute Little Poem

Roses are red,
Violets blue,
Horses neck
Do you?



Masquerade Ball and Dinner

Following the plan of the Entertainment Committee for store activities, the 1925 social program was opened enthusiastically with a dinner, some entertainment and a masked dance in the Eleventh Floor Auditorium. One of the best crowds that a store event has ever seen kept the gayety of the evening at highest pitch and their costumes lent a picturesque air of "make believe" that was most charming.

The dinner was an excellent one and was helped along considerably by renditions of two songs by our Store Chorus, directed by Mrs. J. H. Greene and accompanied at the piano by her daughter, Joan. George Lynch of the North Side Warehouse also entertained with a solo that was applauded to the encore.

"The Big Store" Orchestra under Caputo furnished their usual music of high caliber as their contribution to the event and, at the conclusion of the dinner, the entire party moved to the Auditorium where the Grand March was followed by distribution of prizes for the most original, funniest and prettiest costumes. Peggy Drake, who won the "most original" prize, was attired in a cross-word replica of "The Big Store," and made a decided hit, even though both warehouses were missing.

The Committee in charge of the affair consisted of: Miss Bittner, Miss Stephenson, Mrs. Carson, Miss Curtin, Miss Simpson and Mr. J. H. Greene.

China News

Miss Marrow, assistant buyer of "As Is," is in the Savings Club to get a new car. The one she now has is too small for her many friends.

Jennie Bails, our popular stenog. is always singing "Where's My Sweetie Hiding." You tell her, Shorty.

By the way, have you seen Mr. Miles in his new overcoat? Me for "Smiles" when his wife don't want him.

The Junior Party

On Tuesday evening, February 17th, the junior employees of the store held one of their parties—beginning with a luncheon in the Employees Restaurant and winding up with a dancing session in the Eleventh Floor Auditorium. The Restaurant was gaily bedecked with crepe ribbon streamers and Valentine decorations placed on the tables assisted in making the "festive board" all the more attractive. During the luncheon popular airs were sung by the assembled group and George Lynch of the North Side Warehouse rendered a few solos as an extra treat.

When the party shifted scenes to the Auditorium, Mr. Lynch again entertained with some songs and led the audience with the choruses. Dave Jacobs of the Sporting Goods Department was then persuaded to face the footlights and responded with a clever exhibition of soft-shoe dancing, topping off his performance with a few harmonica solos that were very well received and generously applauded. Miss Gwendolyn Williams of the Order Department, who had given the piano accompaniments for the preceding acts, entertained next with a humorous monologue that scored as a hit. The inimitable Peggy Drake followed with her monologue acts and, after sending all of the Juniors into a hysterical fit of laughter, drew down a vociferous applause for her efforts when she finished.

"The Mellerdrummer," a side-splitting pantomime, was next enacted. Miss Blanche Saylor was the reader; Sam Cue, Becky Sobel, Marcella Seubert and Joe Bruckmiller formed the cast—while Catherine McCaffery, Alice Scheffer, Louise Rodgers, Bill Killeen, Mike Welsh, Mary Atkins and Dorothy Nixon starred as "properties." The pantomime was very cleverly executed and made a big hit with the Juniors. A black-face dialogue skit followed and the two Leon brothers put across a gymnastic sketch that was applauded vigorously.

"The Bluff," a motion picture starring Antonio Moreno and Agnes Ayres, was the next on the program and was thoroughly enjoyed, despite the fact that "Happy" Solomon was a disturbing element with his remarks from the shadows. After the "movie" the Auditorium was made ready for dancing and the remainder of the evening was spent to fox trot airs furnished by Eddie Weitz and his fellow musicians.

The committee in charge of the party included: Mrs. Marie Snyder, Miss Jewel Foley, Miss Agnes Simpson, Miss Betty Schmidt, Miss Mary Elser and Mr. Bill Killeen. Mr. Greene supervised preparations.

Marking and Receiving

Wonder who the Mary can be who is calling Jimmie twice a day? It seems to be getting serious. Eh, Jimmie?

Julia, from the Marking and Receiving Room gets a letter from a certain fellow every so often. If she fails to receive one on time her heart is almost broken. Who can be the lucky chap?

Clara Feldner received her diamond ring from her boy friend by mail. What's the matter Clara, is he so bashful?

Marking and Receiving Department 12th Floor

The 12th Floor boasts of a Versatile Trio composed of Mr. Vincent Carr, the human saxophone; Mr. Andrew Moerlein, tenor and piano, and Mr. James Stipanowic, baritone. They are imaginary "Radio Hounds",—they never sang over the radio and never will, but they are good anyhow. They are the leaders of their class—they are the only ones in the class.

Vincent Carr went to a party on Arlington Avenue one evening and about 10 o'clock that evening he said that there is something funny, because he did not hear the Arlington time signals.

Frances O'Brien lost her voucher one day, so the girl in the Parcel Room asked her name, asked Frances how much she paid for it, but when she asked Frances what it was, why Frances like a real bashful girl turned up her coat collar and covered her face and said to the girl "Department 33". We wonder what Frances bought?

Mr. Flynn has bawled out everybody but Frank Bishop. We wonder how that is, but Ed. Lacher said that he solved that puzzle, and here is his answer. He said "How is Mr. Flynn going to bawl Frank out when Mr. Flynn can never find Frank".

Angelo Esposito was certainly worried on the day of February 6th—you all know that it was supposed to be the end of the world, and Angelo was so worried—about his money.

Max Gropper went to Jim one day and asked him for a piece of corrugated paper. He meant carbon paper, but Max is so industrious—he was in a hurry, that is why he made that mistake.

James Stipanowic of Marking and Receiving Department, and Charles Azzaro of the Sporting Goods, are golf crazy. Day after day they are down on the Second Floor playing golf, and are always arguing which of the two is the better player.

John Ceryance is the Sheik of the 12th Floor. He certainly gets the girls, but to him we think there is only one. It certainly was a tough blow to John when Julia was transferred to the Receiving Room to the 10th Floor.

During Christmas time, Rose Beresford was buying a pair of gloves for her brother, but some of the folks on the 12th floor think different. Wonder who this "brother" is. Rose, please tell us.

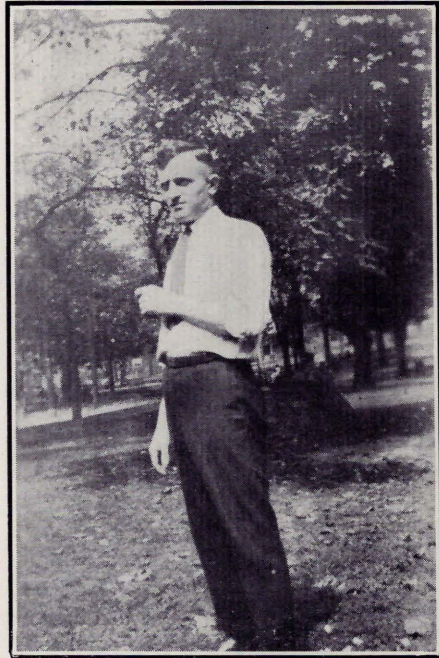
As long as Johnny Watson got chewing gum to give to the girls, its easy for him to get tables for his merchandise, because the girls "stick" to him.

The Four Horsemen are in the store, or rather on the 12th floor. Here they are:

- (1) Harry Jones
- (2) Vincent Carr
- (3) Walter Wiskeman
- (4) Frank Bahl

The "Four Horseman" on foot.

"A friend in need is a friend indeed," so sayeth Miss Wilma Hediger, Cashier of Trunks and Overalls.



A Sheik Exposed

Yes, this is Shady, the Sheik. How do you like him, girls? And how do you take to those bell-bottom overalls?

Toilet Goods Department

We all spent a nice evening at Miss May Rogner's home Thursday, January 8th. We want to thank Miss Rogner for the royal treatment we all received. Frank Fleckenstein and Harry Thomas were the life of the party. Vince Grimes and Bella Goldstein were the leading dancers. Sarah Schneir gave a few lessons on how to Collegiate. Miss Mildred Robb played the piano and surely knew how to tickle the ivories.

Miss Anna Polena, who takes care of all mail orders in our department, is always on the job. When Miss Polena is around the mail order department is sure to receive 100 per cent service. Keep the good work up, Anna.

Miss Jane Hunter is one girl who believes in that little saying, "A smile will go a long, long way."

Miss Katherine Gilbert of the Perfume Section is daily surrounded by sweet scents and must have her disposition sweetened by the contact.

Miss Rogner was down East not long ago and, after she visited some of the Toilet Goods departments in a few of the largest stores in New York, she was still convinced that Kaufmann's Toilet Goods Department is one of the finest in the country.

The co-workers of the Drug Department wish to extend their heart-felt sympathy to Miss Sarah Gropper, whose father died recently.

Stand-By Banquet

On Monday evening, Feb. 23rd, the second annual banquet of the Stand-By Club was held in the Eleventh Floor Dining Room and fourteen new members were added to the honored roster of veterans. Mr. Chas. A. Filson, President of the Club presided and acted as toastmaster of the ceremonies.

A splendid menu, topped off with an excellent vocal selection by Mr. W. A. Paul with Miss Florence Craig as his accompanist, put the gathering in fine fettle for the rest of the evening. In his opening address, Mr. Filson defined what the Stand-By Club meant to its members and stressed the fact that loyalty and enthusiasm formed the root of the Club's purpose. He handled his topic well and followed by introducing the new members individually to the charter members and the executives present.

Mr. Filson introduced Mr. E. J. Kaufmann as the "father of the thought that formed the Club." Mr. Kaufmann in reply told of the pride that the members should derive from the little emblem of honor, a daily reminder of the fact that they were a select group who had rendered faithful service to the institution for 20 years and more, adding that a greater responsibility was theirs when the emblems were worn, for the veterans are the ones the younger generation look to as exemplary employees.

Mr. Kaufmann persented the new members with their coveted buttons and thanked the entire Club for the floral remembrance sent him during his recent illness, roses with the "longer life," so significant of "Stand-By Club" loyalty. He pointed out that most of the roads we travel in life are parallel and that while his own youth abashed him from talking interest and enthusiasm to people who had all lived through more than a score of years in serving the store, he could only talk of the plans for the store's future.

A brief historical digression concerning the early history of the business served Mr. Kaufmann as a means of comparing the ambitions of the present owners with those who went before. "The visionary outlook of the older generation was the foundation of the store's present success," he assured the veterans, and explained that while the store has always been successful, it is the principle of putting the profits to expansion work that is responsible for the remarkable growth of the past ten years or so.

Using a baseball simile, Mr. E. J. reverted to the future as his topic and spoke of the store, its equipment organization and reputation—pointing out that the present program was a most ambitious one and had every facility to insure its success. He urged the veterans to lend their support by instilling in the younger people the spirit of striving continually for bigger, better things. The store, he added, needed their aid and would like to have them as the crusaders, the trumpet bearers of the new ideals, spreading the spirit of "Carry On." It was a most appealing talk and was applauded as such.

Mr. O. M. Kaufmann then called the roll and each member responded by naming the length of service. Then Mr. Filson paid a touching tribute

to the deceased members, Richard Treganowan and Miss Mayme Murphy. Some reminiscences were called for and a number of the veterans responded with some humorous anecdotes of by-gone days. The election of officers for 1925 followed and most of the officers were re-elected. The officers are: Mr. Chas. A. Filson, president; Mr. Isaac Hohenstein, vice-president, Mrs. Marie Snyder, Secretary, Miss Margaret Tinnemeyer, treasurer. Mr. Isaac Herz was re-elected as Honorary President and the Directors re-elected are Mr. Richard Walker, Mr. Albert B. Kuehn and Mr. Louis Silverstein.

Mr. Filson then exhorted the veterans to help "sell" Bear Run to the younger people and to visit the Camp themselves. He was on his favorite subject and waxed quite eloquent. Joe Meyers bore witness to Mr. Filson's praise of the Camp and the Stand-By Club finally arranged to organize a week-end party of their own at Bear Run this summer. A committee was formed to take care of the arrangements, Joe Meyers, Max Odenheimer, Morris Weinthal. Miss Mathilda Minch and Mrs. Marie Snyder, all being appointed by Mr. Filson. Adjournment followed.

The new Stand-By Club members who have recently completed 20 years or more of service, are as follows: Charles W. Allen, Rose Beresford, Margaret Crowley, Cecelia Cummings, George D. Engel, Adelaide Hobbs, Alma Hoffman, Ella Hyde, Grace Logue, Elizabeth Sauers, G. Will Tieman, Julia Tierney, Ida Weyman and Isaac Sampson.



Danver, The Mechanical Draughtsman

—getting a few moments work in while Brown, the porter, is away from the job.

Testimonial

"Your medicine has helped me wonderfully," wrote the grateful woman. "A month ago I could not spank the baby, and now I am able to thrash my husband. Heaven bless you!"

THE STORAGRAM

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FEBRUARY-MARCH 1925

Character

You doubtless have known people in whose presence you have felt small and yet you admire those individuals for their wonderful personalities.

It is the character of the individual that makes you take note.

Perhaps you have never stopped to think of the foundation upon which a good character is built.

There are three things that are essential: Obedience first—the hardest lesson of all.

In childhood we must learn to obey parents; the better that is done the easier our late life becomes.

In school we are taught obedience to teachers and in later life we find we must obey the laws of God and Country.

If we break the Laws of Nature we become ill.

If we break the Laws of Country or State we must pay the penalty. It behooves us to learn this lesson of obedience well so that we can have a fine character.

Your employer expects obedience from you, otherwise he has no need of you.

After you have learned obedience the next step is loyalty.

Loyalty means faithfulness.

Loyalty to family—to friends—to employer.

Perhaps it is hard sometimes to be loyal.

Don't you hate a slacker, one who deserts in time of need?

Faithful all the time—that's loyalty.

Reverence—Respect.

Respect for other people's rights. If you feel for them and use the Golden Rule you enrich your own character.

But the individual who doesn't reverence God cannot respect his fellow man.

Obedience—Loyalty—Reverence, these form the foundation of splendid character. The world has a place for you, if you are big enough to fill it.

ELSIE M. STEWART

We Want Real Critics

The best warranty any store may have that its merchandise, its service and its prices are entirely satisfactory, is the faith of the people who sell. Those who daily present our merchandise surely must be the first to realize its shortcomings, recognize its quality and, by the same reckoning, they ought to have a firm belief in the fairness of our prices and the thoroughness of our service.

We have Suggestion Boxes distributed about the store at Service Desks and in other conspicuous places—all yawning for your criticisms. Why not make use of them? You know your merchandise, you hear the comments of the people who buy it—certainly you are well enough informed to be real critics.

First of all, be "sold" on whatever you're selling. Convince yourself that it's the best to be had anywhere and the most reasonably priced, considering its quality. Then, assure yourself that we have every service facility we need to render superlative service. Then, you are in a position to be of real assistance to us by offering your suggestions for improvement.

Monthly prizes are given for the suggestions adjudged best by the Suggestion Committee but the urge that should prompt your suggestions should be unselfish enough to make you offer suggestions for the mere sake of effecting improvements. If you make all your purchases here, tell us why and if you're always satisfied with them. If you do any of your shopping elsewhere, let us know where our store is at fault, that we may speedily remedy it. At the same time your interest will be well appreciated and will help the rest of us make this the ideal department store of Pittsburgh.

The Value of a Ton of Wood

To most of us a ton of wood—hardwood scraps, shavings, sawdust, broken tree limbs and other timber—is just so much fuel for heat. In an ordinary house furnace it wouldn't last long enough to make any appreciable discount from our fuel bill and would be mighty bothersome in our cellars because of its bulk.

At Iron Mountain, Michigan, a huge distillation plant can reclaim from the same ton of ordinary wood—135 pounds of acetate of lime, 61 gallons of 82 percent methyl alcohol, 610 pounds of charcoal, 15 gallons of tar, heavy oils, light oils and creosote, and 600 cubic feet of fuel gas.

And it's quite the same case with most of us when we tap the natural resources within ourselves. From a purely chemical standpoint, the ingredients in the human body are hardly worth a dollar or so. Yet there are tremendous earning powers within most of us if we could only exploit our hidden resources.

Make every power within you count. Analyze yourself and get thoroughly acquainted with every capability you own—but you need not look below your chin. Your major powers are all centered in your mind and brain, learn to know them intimately. What's the use of being just so much fuel in Life's furnace, when you are so rich within yourself?

Beneficial Association Report

At the annual meeting of the officers of the Beneficial & Protective Association, the following report upon the work of the Association during 1924 was read. This is only a portion of the complete report but it contains some very interesting figures.

During the year ending December 31, 1924, sick benefits were paid to 372 employees and death benefits were paid to the beneficiaries of 13 employees.

Groceries were sent to 20 employees during Thanksgiving and Christmas seasons, while baskets of fruit were sent to 15 sick employees and flowers sent to five others on Thanksgiving Day.

In several instances physicians were called to attend employees who became ill suddenly during store hours. In two instances ambulances were called into service for employees.

In addition many other charitable services were performed, including other gifts to worthy cases, which for obvious reasons are not to be made public.

The following reports emanate from the Medical Department for the year just passed:

Male—Medical and Surgical.....	4,262
Female—Medical and Surgical.....	11,738
Outside visits—Male.....	457
Outside visits—Female.....	1,719
Employees referred to specialists and clinics.....	226
Dental visits.....	2,985
Customers.....	377
Total.....	21,764

This does not include 2,800 vaccinations and dressings following vaccinations, between the last week in June and the first week in August.

Miss Wallace Leaves Us

Miss Margaret Wallace, one of the erstwhile belles of the Bureau of Employment, left "The Big Store" on January 31st to enter the New Haven School of Gymnastics in New Haven, Conn. While Miss Wallace was only one of us for a brief while, she was very well known throughout the store and was cordially liked by all of her acquaintance. She first worked as an extra, later was a member of the Contingent force and still later became a regular Kaufmann-ite. We were sorry to see Miss Wallace go but hope that New Haven and its School of Gymnastics will like and appreciate her as well as Pittsburgh and its "Big Store" did.

Our Sympathy to Mr. Price

The employees of the Stationery Department and the Book Department, as well as his many friends about the store, extend this message of sympathy to Bill Price, who recently suffered the loss of his beloved mother. Mrs. Price died February 12th, after an illness of a few days' duration.

—Eva M. Weitzel.



She Belongs To Somebody Else

No use trying, boys, this sweet little doll is taken, they call the fellow "Luckie". And they certainly are right!

Personals

Did you notice how hard the man on the first floor escalator fell for one of the ladies in the "Gloves." It was during the recent dance in the Auditorium that he danced and worshipped so madly.

It's funny how these store socials bring 'em out. Amon of the Window Trimmers was seen dancing with various pretty damsels, and for the first time on record. He seemed to enjoy the party up to the last bell.

Didn't our Interior Decorators "do their stuff" at the party—Our own "Freddie" (Orville Brandt) was too sweet for words in his costume of the "Golfer au femme."

"Shorty" of the Jewelry Department says this is a hard winter for him. He insists that there is a girl shortage at night, though we are inclined to doubt "Shorty's" sincerity in this cruel and misleading statement. Shorty is a "knock-out" among the fair sex and we refuse to think otherwise.

Mr. Drake of the First Floor certainly had his contingents out for the January Dinner Dance. A bevy of girls completely surrounded Mr. Drake, seated in the only chair occupied by a male guest. He well deserves his new name of "Pop Drake," and he looked the part.

—E. R. Johnston

Fooled

I stole so many kisses
My lips began to sag
And then, doggone that woman
She went and hid the bag.

A Fable In Slang

Once upon a Time, there was a Sheba who answered to Mabel at Feed-time, and who Drew wages in our Store as a Saleslady. Mabel was the Champion Marathon Dancer of the town and Twinkled her Toes each night until Dawn. She was Ace high in Every Shuffle Palace in big time but She looked like the Joker in the Store.

In the Mornings, Mabel would Waltz to her counter, Sleepily arrange her Merchandise, then open her Tooth-Garage into some Yawns so wide that Her sidekicks came to know every Wrinkle in her Tonsils. Customers thought she had Contracted Sleeping Sickness and Sometimes slipped the Floorman an Earful by suggesting he get Mabel a Day-Bed.

Once Mabel marathoned too Much for a Rib of her Delicate constitution and was Escorted home in an Ambulance. She had mixed her Foxtrots too freely and was Ordered by the Doctor to Cushman in Bed until a new step was invented for her.

Now Mabel is Catching up with her Slumber but she has three more Months to go. She Vows when she Does trip in to the Store again, she'll Never, Never Foxtrot after Hours and will never Tune in on any music other than the Sweet Lullaby of a Busy Cash Register.

Moral:—There's a Place For Marathon Dancing, But Mabel Don't Want It Mentioned.

Miss Holleran A Newlywed

Miss Anna E. Holleran of the Bureau of Employment became a pre-Lenten bride on Tuesday morning February 18, 1925 at nine o'clock in St. Agnes Church. The fortunate groom, Mr. Walter J. Kelley, is a resident of the North Side and one of the luckiest fellows who ever came across the river in search of a bride, if you can believe the people of the store who knew Anna.

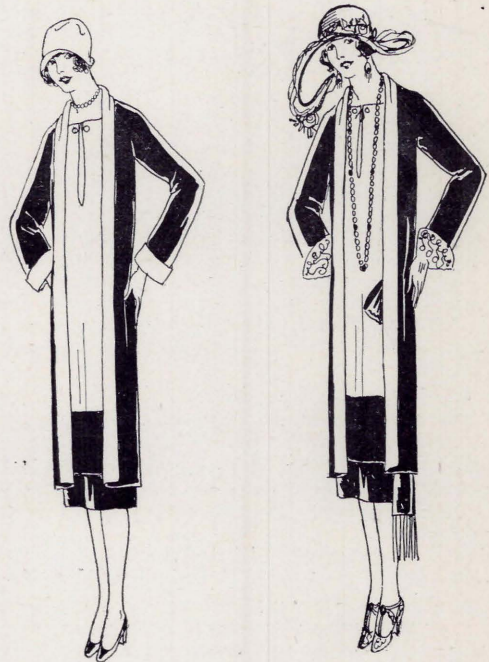
Mrs. Kelley has been with "The Big Store" for almost six years and has been a member of the Bureau of Employment since 1920. The store presented the bride with a wedding gift of flat silver and her Employment associates matched this gift with silver of the same pattern. The newly married couple will be "at home" temporarily at 350 Atwood street, Oakland.

We wish them every possible happiness to ease along their life in double harness and from all we know of both bride and groom, their's should be an ideal marriage with never a possibility for regrets.

An Unfortunate Accident

While in Rochester at the Eastman Kodak plant, Mrs. Berger was told that the motion pictures Joe Miller had taken of our popular golf pro, Mr. Whittingham, were so badly blurred that it was impossible for them to be printed or developed. This is indeed regrettable, but Joe says that it couldn't be helped as Mr. Whittingham himself was responsible for the mishap when he slipped while making an approach shot on the Lilliput course.

Better luck next time, Whittingham—we would have enjoyed seeing those pictures though.



WHICH COSTUME IS CORRECT AND WHY?

Of Special Interest to Millinery and Ready-to-Wear Salespeople

The "Storagram" will publish the two best answers to this question with the names of the employees who send in the replies.

Would you sell a woman the clothes worn by the figure on the right or the one on the left?

What details about either are especially good just now?

Tell us what you think and why. Find everything that you think is the matter with the one you think is incorrect. Be as discriminating as when you buy a dress that you will wear for a year. Write out your suggestions and send them to the Editor. The answer may be as long or as short as you like.

All Back With Us Again

After a lengthy siege of typhoid fever, Miss Louise Dunkel has returned to the store looking almost her usual self but showing some signs of the ordeal of sickness she endured. We are very happy to welcome her back and trust that her illnesses in the future will be less serious and that her normal health will speedily return.

In the Ad Office, "Babette" and Joe Harrison both were welcomed back lately after brief stays away from the office with winter ailments.

Mr. Silverstein of the Rug Department and Barney Blum of the Men's Clothing were also victims of sickness this winter but fortunately both recovered.

After Fifty Years

I heard your very interesting program over the radio tonight and enjoyed it immensely. I send you my very best wishes and may you keep up your good work.

It may be interesting for you to know the reason for my taking such an interest in the City of Pittsburgh. I came to this country as a young man in 1877. I purchased my first suit of clothes in Kaufmann's (then Kaufmann's Clothing Store which if my memory serves me correctly, was located on Smithfield street). Although it is about forty years since I have been in Pittsburgh, still I have and will always retain a warm spot in my heart for your city, as I spent my boyhood days there.

I wish to extend to Mr. Kaufmann through you, my best wishes for a long and happy life. He is indeed a credit to the Jewish race.

I hope that all that I have said in this letter you will find of interest, as it comes straight from an old-timer. Believe me, yours for success.

(Signed) SIMON SAX,
Brooklyn, New York.

The above letter was received by Mr. Sidney Teller of the Irene Kaufmann Settlement, shortly after Mr. Teller had delivered a speech over radio, followed by a program commemorating the Settlement's Thirtieth Anniversary.

Basement Charge Office

Lost, strayed or stolen—Florence Ramsey's Heart. If you return it, Mr. ———, no questions will be asked.

Can it be that Buffalo, N. Y., will have another added to its population. What about it Peggy?

Chocolate sodas are fine when made by Harry. Ask Vince. Why so gloomy since you left Galitzen?

Notice—To Whom It May Concern

Charge Office will be closed September 23rd, 1925, as all will be attending Esther's wedding.

Own up, Mercedes—that isn't your mother's diamond, it it?

Two Recent Papas

It has lately been carried to editorial ears that Mr. Caputo, of the Musical Instruments Department and Store Bandmaster as well, was presented by his wife with a son. This is Caputo's fifth child, all of them boys, and Mr. Traub believes it is a plan of Caputo's to raise his own orchestra and dispense with Union worries.

Mr. Goldspinner of the Boys' Clothing Department in the Basement also joined the ever-increasing ranks of Fatherhood when Mrs. Goldspinner gave birth to a daughter last month. This is their first tax-exempt bond of happiness and according to the father she's a little beauty.

Miss Pollock from the Shoe Department, Main Floor, gets weighed every day to see how much she gained. She claims no man likes a thin girl.



Ruth Immler Of The Charge Office

This is our Baby Ruth, how does she strike you? Do any of our gentleman readers care to go for a ride with Ruth in her new Stutz eight? Don't all answer at once but kindly avoid the rush. Answer soon as she's lonesome sitting here by herself, as you probably notice.

Charters' Attendance Trophy

To stimulate attendance at the Progressive Retailing Course Dr. Charters will provide a trophy to be awarded annually to the store having the largest percentage of employees in attendance throughout the course. The method of computing the attendance is as follows:

1. Total the attendance of each store in each course each night for 8 evenings.

2. **Example:** Suppose that Store A with 1000 employees, has 100 people enrolled for one course and 50 additional people enrolled for 2 courses. The first group's total, if attendance is perfect, is 800; and the second group's is also 800. Perfect attendance for this store is 1600. But some may be absent and reduce this to a total of 1200.

2. Divide the total by 8 to obtain the average number of people attending each evening from the store throughout the course. **Example:** $1200 \div 8 = 150$.

3. Use the quotient as the numerator and the number of employees in the store as the denominator to obtain the percentage. **Example:** $150/1000$ The percentage is 15.

The number of employees will be taken as the number reported by the stores as the basis for their appropriations to the Bureau. The trophy will be awarded to the store with the highest percentage.



A Romance Confronts Us

Nice couple, don't you think? June is not far away. Oh, love is sweet.

Glove Section

At the rate Margaret is dancing lately, in due time she will be on her feet again.

I wonder what the attraction is that takes Cecelia up to Fern Hill every Sunday. It may be sisterly love.

I'm sure Mercedes has something up her sleeve, all she ever does is laugh, laugh, laugh.

There must be some attraction up on the Bluff, Beatrice. Come on now don't try to bluff us.

Mrs. Kelly, Assistant in the Glove Department will go to New York with Miss Griffin, Feb. 8th. This is Mrs. Kelly's first visit to New York since she landed from England. Mrs. Kelly is one of the most popular persons in the store. She knows all the employees' styles and sizes, which is a most important asset in a glove department. She has a big following. Good luck in the big city. You will enjoy going through the glove market.

Miss Flanders be careful, or you may be changing your name. The travel bureau travels fast.

Miss Singleton is looking at bridal veils. Watch your step.

Glad to see Misses Blank and Coyne back again after their illness.

Everyone had a wonderful time at Miss Boyer's party. Give another one soon.

Mrs. Freakley looks very well without her glasses. Did you really lose them Mrs. Freakley?

Miss Grace Knowles from the Underwear Department, Basement, has been in love ever since Wednesday evening. He happens to have blue eyes and oh! how he can make love.

Miss Eleanor Depenhart from the Underwear Department, Basement, has a pretty bad case of love. It's "Eddie this" and "Eddie that." Aint love grand, Eleanor?

Housefurnishings Theatre Party

The Housefurnishings Department of "The Big Store" enjoyed a very nice evening at the Gayety Theatre recently; especially Miss Hannaghan and Ned Freedman. Mr. Kunkel has not yet found out whether Miss Krause used him for a shield or a pillow. Just the same everything went along fine.

They are getting ready for another one and would like to have more men in attendance. It's pretty tough when there are only four men with 35 females. Those who attended are as follows:

M. Sehn, N. Freedman, M. Golding, M. Brophy, M. Carson, M. De Stefano, F. Epelburg, S. Wilker, A. Kunkel, M. Peters, R. Brautigan, A. Hanaghan, V. Boice, M. Smith, E. Clatty, L. Lyda, P. Barzanty, M. Trainer, I Kraus, E. Blair, C. McTighe, J. Donahue, B. Hassler, A. May, M. Lucas, E. Jones, M. Winner, Mr. Ross, Mrs. Ross, H. Seubert, M. Ondick, M. Loy, H. Thomas, A. Smiley, Mrs. Petereins, Mrs. McCormick, Miss Shilling, M. Shilling, and I. Migliorini.

Our Sympathies to Both

It was with sorrow that "The Storagram" heard of the two recent bereavements in the Marking and Receiving Room on the Fourth Floor. Mr. John Flynn lost his brother by death last month and it was only a few days later when Mr. Cohen was grief-stricken by the death of his mother. Miss Marie Flynn of the Gift Shop, sister of Mr. Flynn, was also a grief-stricken co-worker. We only add our sincerest regrets to these co-workers and hope they have by now reconciled themselves to the will of the God who has a purpose in His every action.

Toys

The phone in the Toy Department has had a rest lately. What is wrong Theresa and Nell? Have they another?

If you want to hear an argument, just go to the Toy Department and listen to Grace, Theresa and Helen. Helen wants the last word, Theresa would like to have it, but Grace gets it.

I was coming by the 3rd Floor Service Desk. I heard Grace Walker say, "That was my customer. I had her 4 days before Xmas, she said she would be back." Can you beat it?

—M. Siebel

Mr. Adams Loses His Mother

The Ad-people and his fellow associates throughout the store proffered their sincere sympathy to Mr. Adams, our Advertising Manager, whose mother passed away suddenly on Sunday evening, March 1st. It was a severe stroke to Mr. Adams, coming as it did, so soon after the marriage of his eldest son.

You Bet

Any girl can be gay

In a classy coupe;

In a taxi they can all be jolly;

But the girl worth while

Is the girl who can smile

When you're bringing her home on the trolley.



A Bit Of Verse

Resting on the sands of the sea,
You'll find our modest Juli-eee
If Mack Sennett wants this lady fair
He'll find her in the Dinnerware.

Give Every Customer A Good Reason

For Remembering the store kindly.
Here are some good lines:

- (1) "Thank you sir (or madam), I have enjoyed serving you." Say this as the customer turns to go, after receiving his or her parcel or change. Do not say it like a parrot, but like a person.
- (2) "Won't you come in again? We try to keep right up to the moment on the new things." This is suitable after a successful sale of a style item, or some item of decoration or ornament. Put a slight accent on "come" and speak with a natural inflection. Make it sincere.
- (3) "These are so attractive, it's a real pleasure to show them. I know you will enjoy wearing yours." Use this when it is evident the customer is well pleased with the nature or quality of her purchase. But be sure you think and believe what you say. Otherwise refrain from saying it.
- (4) "Yes, this is even smarter than it looks in the window or in our advertising." Use an expression of this kind when the customer has expressed special interest or pleasure in looking at some article in your department, whether or not a sale was made.

These expressions and others you think up for yourself take the place of such automatic, colorless phrases as "Thank you"; "We strive to please"; "Isn't it smart?" etc. Customers are human and they can tell the difference between the so-called "stock phrases," which have no sincerity or earnestness behind them, and those which really come from a sincere desire to be of service.—Dry Goods Economist.

A Pert Reply

"Step lively", said the escalator keeper—as he tried to push Miss Culleton (Merchandise Office) on the Escalator."

"How about stopping it", she quotes.
"I'm no railroad brakeman."

Seventh Floor Notes

Now there's Mollie Golden who don't care if they're baldheaded or not as long as they are fat. She makes a nice armful herself. It seems she wants a couple of armsfull. Now its different with Miss Kraus, she likes them like Sherlock, the repairman. It's a wonder he wouldn't get a job inside of the store; she could see him oftener.

Mr. Evans of the Electrical Department has the reputation of being a mind reader. Be careful girls, when you go to that department and keep your mind on what you're buying. I know you wouldn't want him to know what went on the last time you were out with your sheiks.

The girls from the Housefurnishings held a theatre party last week. It was only natural that some sheiks had to be there, with Kunkle being the honored man of the evening. We think Mr. Wall was very jealous because he didn't go, for they are running a race for the woman. Anyhow Billie said, "Grass don't grow on a busy street."—that's some remark. Wonder who it was meant for, Kunkle?

Our Diaries Are Popular

The following letter received some time ago is a fair illustration of the popularity of our diaries.

Buhl Str. 14
Gottingen, Germany.

Kaufmann's
Pittsburgh, Pa.
Gentlemen:

Enclosed please find a 20c U. S. stamp, with which I am asking you to send me one copy of "The Big Store" 1925 Diary.

I have been using this diary for the last five years while I was studying in the U. S. A. In case the postage is not enough, please let me know.

Hoping you will send it to me at your earliest convenience and wishing all a happy new year,

Very sincerely yours,
N. Kuo.



Complete Assortment, All Sizes

This is a vacation picture taken last summer, showing seven of the members of the "Six-of-Us Camp." The members are, from left to right: David Jacobson, Morris Bowitch, Saul Schwartz, Joe Roth, Harry Anish, Joe Pearlstein and Harry Gropstein.

Over the Soda Glasses

Came up to write up some clever cracks about famous personages sipping sodas—and found no one . . . nothing but chairs and tables and vice versa . . . but here comes Jake—with the Harold Lloyd goggles . . . got a hot bitter sweet . . . wonder where he got all the money . . . two whole days after pay day. Everyone else too broken to buy a stick of gum at half price.

There's a cute blonde fellow from the sporting goods department, and that's natural curly hair he has . . . or I wonder . . . does he put it up in hairpins . . . think I'll ask him . . . wearing a tie like a bonnie Scotchman's kiltie.

Miss Maloney in a rush with a fork and a bottle of milk . . . well she needs a little stimulation after her strenuous interviewing.

Mr. Biss drinking something hot in a cup and dreamily surveying the interior decorating!

Porterfield and Landy discussing the momentous question of "Who's Who" in the "Big Store" . . . quite interesting by the way Landy is frowning and Porterfield gesticulating.

Shades of ptomaine poisoning! A man with a hunk of cheese and a dish of ice cream.

Fleck from the Drug Department. Someone must want a prescription . . . but no, he has three spoons . . . looks suspicious.

Mrs. Hyde from basement dress goods, has waffles an' everything.

Babette, with the pinkest green dress I ever did see . . . getting all set for good eats.

Price from Shoe Department smoking a cigarette and enjoying it thoroughly.

Regular waffle shop up here.

Ole cash register clanging continually . . . your pay going back into the coiffers . . . you'll get it back next week . . . playing put and take, as 'twere!

Everyone hunting permits.

Mary Atkin—sitting across the table from me, giving me the dope on the different patrons . . . she knows 'em all . . . nice kid, Mary.

Fluffy Ruffles from Mr. Wolfe's office grabs a double sundae and hies hence . . .

Cele Morgan from the same place with her wonderful auburn hair all aglow . . .

Well, must flee hence to the elevators and thushly down to the 10th to toil . . . laugh that off.

Addressograph Department

Four lonely hearts. Better wise up Arthur.

Some one said Rose's intended mother-in-law is going away. A good chance for Rose and her boy friend.

Of course Emily claims she is not in love but just the same she is getting her hope chest ready.

And Elsie, the belle of Whittaker, has asked one of the Pittsburgh leading papers to help find her Bill a job.

Arthur's new moustache has taken the Tenth Floor by storm. He's a real heart-breaker now.

News From The Basement

Why does Julia from the Wash Goods Wrapping Desk blush every time you mention the policeman to her?

Miss Yerick from the Children's Department has had the "Blues" for over a week. Never mind, Pauline, he'll come back some time.

Mr. Freedman will be looking for a new saleslady soon as we think he will be losing Miss Dorsch soon. How about it Miss Dorsch?

Mr. Barner of the Basement Wash Goods Department must have it pretty bad as every day about 12:30 p. m. he goes up to the telephone booth in the Balcony. How is she these days, Mr. Barner?

We are all sorry that Mr. Dunn left the Basement, but we hope he likes it better up on the Third Floor than he did down here. We wish you luck, Mr. Dunn.

Miss Cornelius of the Basement Underwear Department stays in town Thursday nights now instead of Wednesday and goes out in a big Franklin car. Frances, d'd you ever count stars? Oh girls, how he can do it.

Miss Mary Kacsmar, the Head Inspector of the Basement, used to be called "The girl that's all smiles," but the last couple of days she does not smile as usual. Never mind, Mary, he will come back.

Miss Sheloski from the Basement Wash Goods Department is all smiles lately—How is Harry, Helen?

An Excusable Error

It so happens that a customer lost through illness and death, a much beloved parrot, without whose place his house had a sort of emptiness. It was decided therewith to replace the fowl with another of the species, hence coming to the "Big Store." One of our clerks in answer to the gentleman's inquiry directed him to the "Bird Room," where parrots might be bought or bartered.

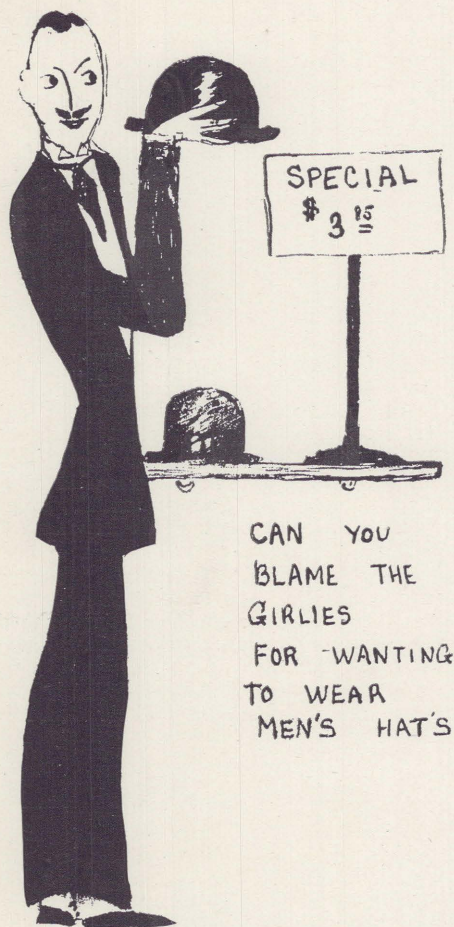
This is the first news on record that the "Bird Room" sells parrots, and anyway, he did not want his on toast.

—E. R. Johnston

We Miss You

Oh, Mother liked to have you call.
To 'phone, to dance, to sing and all,
But now you've left—said you were through—
It's plain that Mother's missing you,
And brother Willie liked you too,
He'd fight a million boys for you.
He wonders when you will return,
For Willie missed you in his turn.
I loved your laugh and cheery smile,
Your whispered words—and for the while—
I vowed that we should never part,
I miss you now with all my heart.
I'll ne'er forget that last sweet night
When father lit that old porch light,
And swung his foot at half past ten—
But father didn't miss you then.

—Michigan Gargoyle.



Some Job!

Getting out a magazine is no picnic.

If we print jokes, folks say we are silly.

If we don't, they say we are too serious.

If we publish original matter, they say we lack variety.

If we publish things from other papers, we are too lazy to write.

If we stay on the job, we ought to be out rustling news.

If we are rustling news, we are not attending to business in our own department.

If we don't print contributions, we don't show proper appreciation. If we do print them, the paper is filled with junk.

Like as not some fellow will say we swiped this from another magazine.

So we did.....

—From the N. C. R. News.

Is This True, Alma?

They say about the Tenth Floor that Alma of the Mailing Department has lately evinced a lot of interest in printing work, now that she has become rather well acquainted with a certain printer whose name we will leave to conjecture.

Uncivilized

An ancient ape once on a time,

Disliked exceedingly to climb,

And so, he picked him out a tree

And said, "Now, this belongs to me."

I have a hunch that monks are mutts

And I can make them gather nuts,

And bring the bulk of them to me,

By claiming title to this tree.

He took a green leaf and a reed

And wrote himself a title-deed.

Proclaiming pompously and slow;

"All monkeys climbing on this tree

must bring their gathered nuts to me.

Cracking the same on equal shares;

The meats are mine, the shells are theirs."

"But by what right—"? they cried, amazed,

Thinking the ape was surely crazed.

"By this," he answered, "If you'll read,

You'll find it is a title deed.

Made in precise and formal shape and sworn before a fellow ape,

Exactly on the legal plan,

Used by that wondrous creature, 'man'

In London, Tokio, New York,

Glenderry, Kalamazoo, and Cork,

Unless my deed is recognized,

It proves you quite uncivilized."

"But " said one monkey, "You'll agree,

It was not you who made this tree,"

"Nor" said the ape, serene and bland,

"Does any owner make his land,

Yet all of its hereditaments

Are his figures in his rents".

The puzzled monkeys sat about;

They could not make the question out,

Plainly, by precedent and law,

The ape's procedure showed no flaw;

And yet, no matter what he said,

The stomach still denied the head.

Up spake one sprightly monkey then,

"Monkeys are monkeys, men are men;

The ape should try his legal capers

On men who may respect—his papers.

We don't know deeds; we do know nuts,

And spite of 'Ifs' and 'ands' and 'buts'

We know who gathers and unmeats 'em,

By monkey practice, also eats 'em.

So tell the ape and all his flunkies,

No man-tricks can be played on monkeys",

Thus, apes still climb to get their food,

Since monkeys minds are crass and crude,

And monkeys, all so ill-advised,

Still eat their nuts, uncivilized.

—Edmund Vance Cooke,

Forbes Street, Take Notice

Attached to the check in payment for his December purchases made in our store, Mr. A. R. Snee of 122 Dormont avenue, Dormont, penned the following note on the statement stub: "Wish to congratulate you on your holiday delivery service, it was fine."

That's a nice compliment, isn't it? And it appears all the nicer when you realize that people rarely are in a mood for paying pleasantries when making checks to foot Christmas bills.

THE REAL WORTH OF TRAINING

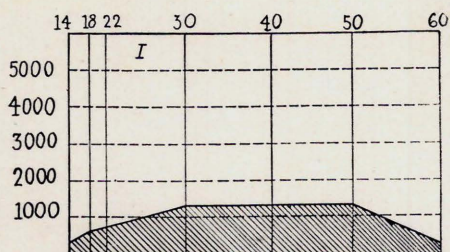


Figure I.—The Untrained Man. He goes to work as a boy of 14—reaches maximum income at 30, on the average less than \$1,200 a year. Since his income is largely dependent on physical strength and manual dexterity, it falls off at 50 or earlier, to a point below the level of self support.

More than 60 out of every 100 untrained workers are dependent upon others for support at the age of 60.

Total earnings from 14 to 60, about \$45,000. Not more than \$2,000 is earned in the four years that would have given him a High School education.

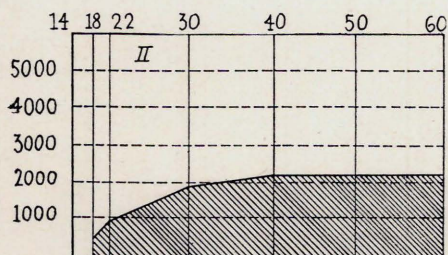


Figure II.—The High School Graduate. He goes to work at 18, passes the maximum of the untrained man within seven years, rises steadily to his own maximum of approximately \$2,200 at 40, and continues at that level for the remainder of his active life.

Total earnings from 18 to 60, about \$78,000. The \$33,000 more than that earned by the untrained man represents the cash value of a four-year High School course—but note below what return may be expected from four years of higher education.

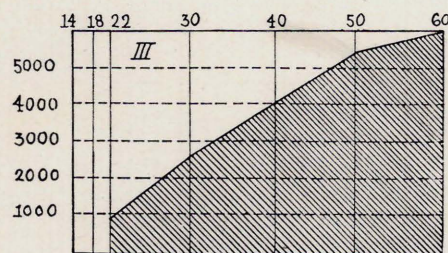


Figure III.—The College or Technical School Graduate. His permanent earnings begin at 22, although a considerable amount may be earned during the college course. By the time he is 28, his income equals that of the High School graduate at 40, and it continues steadily to rise, practically without a break.

Since his income is dependent upon his mental ability and training constantly improved by practice, it increases instead of diminishes with the years. The average of \$6,000 at 60 is often surpassed.

Total earnings from 22 to 60 (not including anything earned during the college period), \$150,000. The \$72,000 more than that earned by the High School graduate represents the cash value of college or technical training.

NOTE. These figures are based on reports of the Massachusetts Department of Labor and Industry; and on statistics of earnings of students and graduates of the College of Business Administration of Boston University.

The Surest Sign of Spring

- isn't the robin
- nor the kids on skates
- nor new printed dresses
- It's the Bear Run chatter that
is now making its rounds.

WILL YOU BE THERE ?

Gossip From the Audit

'Tis said that "Music hath charms," so Sophie has taken it into her head to play the shoe horn in the Hat Band.

Johnny will be home in May, so cheer up Emma, June follows.

Helen's favorite song is "Tea for Two," likewise her favorite pastime. Ask Mack, he knows.

Margaret intends buying a machine, for she has a horn.

Kitty, Nellie and Catherine got sparklers from their mothers recently. Slip us a hint, girls, and tell us where they make those mammas.

The Man Who Is Square

"Passing the buck" when you're out of luck, started long ago; when Adam blamed Eve for the apple she gave the time he "stubbed his toe." Ever since then, in the ranks of men, taking them high or low, the coward at heart, who shrinks his part, has tried to dodge the blow.

The man who aims high but fails to get by, and blames the fellow below, need never aspire to climb any higher—he's geared to travel "in low." There's always a place for the man with the grace to admit it when he is to blame; who says, "It's on me but, by Jimmy, it never can happen again!"

If you would succeed, there is no better creed, than that of the man who is Square: "I'll take what is mine, without whimper or whine; above all else I'll be fair; so happen what may, at the close of each day, I can say, to my God, 'I've been Square.'"

—F. W. Jameson in 'Forward.' "

For Mr. J. I. Flynn

Dormont, Pa., Feb. 5th, 1925.

Dear Mr. Flint:

I am the lady who was in the store Monday to have a bird exchanged for a "singer."

Thought it was no more than right to drop you a line to tell you we are well pleased with the one we have now.

At times he tries to raise the roof, and with our other bird and the loud speaker we have a concert that will rival an Opera Company.

Please convey our thanks and appreciation to the young lady who was the "picker."

Thank you, for the courtesy extended to me. We are pleased.

Sincerely,

(Mrs.) G. S. Thomson

1514 McFarland Ave.,
Dormont, Pa.

The Stand-By Club

Twenty years or more have passed,
Since these fellow-workers came
To "The Big Store," and at last
They have won themselves a name.
As "The Stand-By Club" they're known
Thus, you'll find them here today,
With "The Big Store" they have grown
But a few have passed away.
Faithfully, for many years
Have they toiled, these veterans true;
Off' midst struggles, doubts and fears
Starting out each day anew.
And we honor them today
For their Faith and Loyalty,
While our prayer is that we may
Followers of these veterans, be.

—KATHERINE KREDEL

Just A Minute

"I have only just a minute,
Only sixty seconds in it,
Forced upon me—can't refuse it,
Didn't seek it, didn't choose it,
But it's up to me to use it,
I must suffer if I lose it,
Give account if I abuse it.
Just a tiny little minute—
But Eternity is in it."

Listen my girls, listen, and I shall tell you
How once I met a fellow, as other girls do.
I loved him, yes, I loved him,
And I know he knew it well.
So I introduced him to my girl friend
And she held him in her spell.
She enraptured him with stories
And things that were not true,
Then when next I met my loved one,
He said "I'm through with you."
Now that is all I know girls,
Or all I care to tell,
But when you love a fellow, girls,
Have your girl friends go to — jail.

Repartee

"Do I bore you?" asked the mosquito politely,
as he sank a deep shaft into the man's leg.
"Not at all," replied the man, smashing him
with a book. "By the way, how do I strike
you?"

Suggest Other Sales

Advertising but creates the desire to possess. Our advertising can only bring the customers into the store. It is up to you of the sales force whether you sell them.

Many times we advertise merchandise at practically no profit. You can sell that article asked for. Take that order. But you can also invite a sale. Suggest other merchandise. The advertisement has paved the way—but it takes tactful, brisk, intelligent salesmanship to put your sale over.

Our advertising is wasted if our buyers or our salespeople do not measure up to the ideals of our advertising. It is wasted if our merchandise, or our salespeople, do not live up to their promise.

Help make our advertising be of value—of value to you—of value to the customer. Make it a medium that brings customers half way—that makes customers patrons of our store.

Help us by greeting those patrons with a smile and by selling them.

Panther! Panther!

There is a panther caged within my breast,
But what his name there is no breast shall know
Save mine, nor what it is that drives him so,
Backward and forward in restless quest;
That silent rage, baffled but unsuppressed,
The soft pad of those stealthy feet that go
Over my body's prison, to and fro,
Trying the walls forever without rest.
All day I feed him with my living heart,
But when the night puts forth her dreams and stars,
The inexorable frenzy re-awakes;
His wrath is hurled upon the trembling bars,
Art's eternal passion stretches me apart—
And I lie silent, but my body breaks!

—JOHN HALL WHEELOCK

*A beautifully eloquent thought in verse, contributed
kindly to "The Storagram" by Mr. Philip Porterfield.*

WHAT IS SUCCESS ?



HE has achieved success, who has lived well, laughed often, and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task, whether by an improved poppy, a perfect poem, or a rescued soul; who has never lacked appreciation of earth's beauty, or failed to express it; who has always looked for the best in others and given the best he had; whose life was an inspiration and whose memory was a benediction.

—Bessie A. Stanley.